



MEDIA BUY SUMMARY

U DRIVE. U TEXT. U PAY.

2021 HIGH-VISIBILITY ENFORCEMENT CAMPAIGN



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Executive Overview

The goal of the 2021 U Drive. U Text. U Pay. High-Visibility Enforcement (HVE) Distracted Driving campaign is to inform 18- to 34-year-old male and female (with a slight skew to female) drivers of the law enforcement consequences and personal costs of texting and driving using the core campaign message, U Drive. U Text. U Pay. Paid advertising will run during an 8-day period beginning Monday, April 5, 2021 through Monday, April 12, 2021, and will be supported by a \$5 million media budget.

State Departments of Transportation (DOTs) and Highway Safety Offices (SHSOs) may wish to reference these paid media recommendations to develop supplemental media plans during the HVE period, or to adapt tactics and approaches for their own HVE campaigns. Examples of how States can supplement the national plan are available at the end of this document. Creative materials used in the national campaign may be found at TrafficSafetyMarketing.gov and are available for download and use.

Media selection is based on usage among the target audience. Additional targeting parameters will include those who drive vehicles and are heavy mobile phone users. Based on the short duration of increased enforcement that the campaign message is aligned with, the campaign aims to quickly establish broad reach and a high frequency to drive message penetration.

Research shows that advertising effectiveness increases as new media channels are added to the paid media plan. Media channels are not measured equally, and the entire target audience does not consume any one single channel, such as digital, radio or TV. Therefore, it is important to determine a channel mix that will frequently engage the target audience.

NHTSA will use a paid media strategy consisting of a mix of digital, radio and TV to reach the target on their preferred channels. A greater than eight-time frequency was used in determining allocations to each recommended platform.

Nearly 100% of the target audience has access to the internet, making a robust digital plan crucial to the overall plan effectiveness. Paid social is a key part of the digital plan due to its high reach potential to the target audiences and its high advertising message relevance. Digital is also an effective medium to complement the TV and radio buys because it fills in the attention gaps when people shift their focus away from those channels.

TV is an important part of the plan to reach the target audience in brand-safe, high-quality programming. While nearly 100% of the target audience has access to internet, not all are heavy users. TV captures those who identify as light users of internet, generating unduplicated impressions and maximizing the reach of the entire campaign. As TV viewing habits change and move from cable subscriptions to streaming services like Hulu and YouTube, it is important to follow viewers where they are seeing content. Therefore, NHTSA will use a combination of linear and connected TV to ensure maximum reach of the target audience.

Radio is an effective, affordable way to reach the audience throughout their day, especially when driving and away from screens. Terrestrial (AM/FM) radio will amplify the entire campaign by adding frequency to the plan. To increase the audio impact and address all of the target's consumption preferences, streaming audio on platforms such as Pandora, Spotify and high-indexing podcasts will allow listeners to interact on multiple platforms and devices.

Campaign At-A-Glance

The national 2021 U Text. U Drive. You Pay. High-Visibility Enforcement (HVE) Distracted Driving campaign will include messaging across TV, radio and digital channels. The overall plan seeks to build frequency over the short flight using digital and paid social media vehicles to build off the base created by the TV and radio portions of the media plan. This approach is designed to maximize reach potential and deliver a heavy dose of messaging to the target audience in the campaign window.

Planned Campaign Assets

Figure 1: Campaign Assets

Campaign	Language	Asset	Where Used
2021 U Drive. U Text. U Pay. HVE Distracted Driving campaign	English	Déjà Vu	Digital, Radio, TV
	English	Look at Me	Digital
	Spanish	Imagination	Digital, Radio, TV

Advertising Period

Paid advertising will run Monday, April 5, 2021 through Monday, April 12, 2021—an eight-day flight period. The campaign is national in scope.

Figure 2: Campaign Calendar

Su	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Dates highlighted indicate planned flight dates for the campaign.

Target Audience

- ▶ Primary – 18- to 34-year-old English-speaking males and females with a slight female skew
- ▶ Secondary – 18- to 34-year-old Spanish-reliant males and females with a slight female skew

TV

The TV plan will focus on audience targeting and programmatic buying to deliver the messaging to the target audience. Unlike traditional linear TV platforms, audience targeting technology adds a layer of data so that NHTSA can go beyond age-gender targeting to include additional attributes, such as whether they own a car or are heavy mobile phone users, to be more precise in delivering the message. The programmatic plan will reach the audience on an unwired basis using local inventory across the country pulled together into a network buy. Unwired refers to the method of delivery that allows access to consolidated inventory at a fixed price point on otherwise unrelated networks.

General Market Linear TV

Audience Targeting – Simulmedia

Simulmedia is an automated TV buying platform that reaches over 120 million Nielsen households in the U.S. Simulmedia includes units in all cable networks and dayparts, including advertising in video-on-demand services. Audiences are built using data that predicts where and when the target audience will be watching TV and what programming they will be watching. The buy is designed to maximize reach by using a large number of networks across several dayparts. One of the benefits of Simulmedia is that the impressions are guaranteed and result in a much lower cost per thousand (CPM) than buying directly with the networks. This ensures NHTSA is reaching more of the target audience more efficiently.

Audience targeting via Simulmedia has proven successful with previous NHTSA campaigns—delivering over 100% of the guaranteed impressions in the most recent campaigns.

Network allocation percentages are calculated based on real-time viewership. Because programming changes happen regularly due to sports leagues starting and ending, new seasons of popular TV shows beginning and ending, etc. these network allocations fluctuate and are most accurate closer to the campaign start date.

This plan with Simulmedia will deliver over **3.2 million guaranteed impressions** to the target audience using a mix of the :30 message (85%) and the :15 message (15%).

Programmatic – Continuum Media Network (New Partner)

Continuum Media is a national programmatic advertising platform, reaching 20 million homes in the U.S., including both set-top-box and smart TV devices. Continuum provides inventory from the top 150 cable networks and over 600 broadcast stations nationally.

Continuum uses local inventory across all major affiliate groups along with strong independent station inventory. Layering in daily viewing data from Nielsen Sigma performance tracking combined with MRI data produces a unified database to create a plan that is highly targeted.

This plan will use approximately 30 high-performing networks running across 4 dayparts. The programmatic buy will use a mix of :30 messages (85%) and :15 messages (15%).

The plan with Continuum will deliver **7.8 million impressions** to the target audience over the flight.

Spanish-Language Linear TV

Audience Targeting – Simulmedia

Simulmedia will also be used to reach the Spanish-reliant target audience. The campaign will run across programming on approximately 28 national networks and cover 7 dayparts.

This Spanish-reliant plan with Simulmedia will deliver over **1.2 million guaranteed impressions** using a mix of the :30 message (85%) and the :15 message (15%).

NBC Universal

NBC Universal reaches 26.4 million Spanish speakers every month, making it one of the most-viewed Spanish-language TV networks in the U.S., according to Nielsen TV data. Telemundo will reach the Spanish-reliant target audience with a daypart mix that will include the full broadcast day. Un Nuevo Día, Telemundo's popular morning talk show with the latest news of the entertainment industry, will be included in the programming.

Telemundo

Telemundo will deliver **4.3 million impressions** to the Spanish-reliant target audience during the flight using the :30 message. Out of all total impressions, 37% will run during the primetime daypart.

General Market Over-the-Top/Connected TV (OTT/CTV)

Connected TV (CTV) and over-the-top (OTT) will be used to extend the linear TV campaign to those customers who have cut the cord and target them on the platforms they use the most. In-flight monitoring and optimizations will ensure the schedules reach the desired frequency level for maximum effectiveness.

The Trade Desk

The Trade Desk is a demand-side-platform (DSP) that allows NHTSA to use data-driven technology to reach the target audience across non-linear devices. By using The Trade Desk, NHTSA will receive increased incremental reach to those within the target audience using streaming TV offerings or full-episode players.

The OTT/CTV plan will deliver **10 million impressions** to the target audience.

Hulu

Hulu is an OTT subscription video-on-demand service providing TV shows, movies and original programming. Subscribers can view content across an array of devices including smart TVs, mobile devices, gaming devices and on their linear TVs by casting via Roku, Apple TV or other digital media player.

Hulu will be used for its OTT/CTV inventory and provide increased incremental reach to the target audience using streaming TV offerings.

The plan with Hulu will deliver **7.1 million impressions**.

Radio

Terrestrial radio, along with accompanying streaming services and podcasts, will amplify the entire campaign by adding frequency to the messaging. High-reach networks will be used to garner the highest reach potential with the target audience. Additionally, radio show hosts popular with the target audience will be used to lend their voices to the campaign and add credibility to the message.

General Market Radio

Westwood One

Westwood One is one of the largest audio networks in the U.S. It is the national-facing arm of Cumulus Media and offers syndicated sports, news and entertainment content to over 250 million listeners across a network of 8,000 affiliated broadcast radio stations and media partners. As a longtime NHTSA partner, the network has performed very well in past campaigns, providing NHTSA with significant added value.

Westwood One Terrestrial Radio Network

The plan will use a mix of personality-based radio programs along with the RADAR networks with the largest coverage and number of affiliates to attain the highest reach potential to the target audience. The Women's Week and female target RADAR networks will be used to reach the female target audience skew. The male portion of the target audience will be specifically targeted with in-broadcast placement during the 2021 NCAA men's basketball tournament.

The terrestrial radio portion of the Westwood One plan will **42.6 million paid impressions**.

Added Value

The added value portion of the plan from Westwood One is valued at \$196,960, 77.2% of the total paid plan with Westwood One.

Added value includes live announcer reads, in-program mentions, social posts and features from syndicated talent participating in the campaign. Additionally, the 2021 NCAA men's basketball tournament wrap-up coincides with the launch of the campaign, so there will be features during that coverage. The added-value portion of the Westwood One plan will deliver an additional **2.8 million impressions** to the target audience.

Westwood One will deliver an estimated **45.5 million total impressions**.

iHeartMedia

iHeartMedia is a leading multi-platform media company offering radio broadcasting, online, mobile, digital and social media, podcasts, and personalities and influencers. iHeart serves 150 local markets with 858 terrestrial radio stations in addition to its digital radio platform, which is available on 260+ platforms and over 2,000 devices. iHeart has been a longtime NHTSA partner and continuously offers significant added value to the campaigns.

The plan with iHeart will include terrestrial radio, digital audio and podcasts.

Terrestrial Radio – Premiere Networks Spot Placement

This plan is built for efficiency, returning a comparatively low CPM while still achieving reach. The radio schedule will deliver 165 spots across 28 networks that over index with the target audience. Networks include the top stations and leading influencer shows such as:

- ▶ Voiced integrations with Ryan Seacrest's American Top 40
- ▶ Voiced spots and in-program with Bobby Bones
- ▶ Fox Sports programming
- ▶ Hollywood Hamilton's Weekend Top 30 Countdown
- ▶ Morning Drive Network
- ▶ Most Requested Live with Romeo
- ▶ Weekend Countdown
- ▶ KIIS-FM

The Premiere Networks portion of the plan will deliver **68.3 million paid impressions**.

Targeted Digital Audio

Digital audio will be nationally placed to reach the target audience. Impressions will be equally distributed across the flight and will include the following:

- ▶ Digital streaming audio – :30 in-stream audio MP3 via iHeart.com and iHeart mobile app
- ▶ Streaming companion banners – Display ads on desktop and mobile
- ▶ Podcast integrations – :15/:30 audio MP3 on the iHeartMedia podcast network and all major platforms

The digital audio portion of the iHeartMedia plan will deliver **7.4 million paid impressions**.

Added Value

The added-value portion of the plan from iHeartMedia is valued at \$370,510, 71% of the paid plan.

Added value includes bonus distribution on Premiere networks, companion display banners, live reads, bonus traffic network announcements, Total Traffic and The Weather Network in-content mentions, and dual casting within The Weather Network and across the digital buy.

The added-value portion of the iHeart plan will deliver an additional **16.8 million impressions** to the target audience.

iHeart will deliver an estimated **92.6 million impressions**.

Focus360 (New Partner)

Focus360 is programmatic audience targeting at the terrestrial radio level. It is a cloud-based platform allowing custom-built networks for any target, with the ability to track individual ad plays, resulting in real-time airchecks and reporting. The network is national, covering 98% of the adult audience in the U.S. This platform will be used to supplement the traditional radio networks to add highly-targeted frequency to the plan.

The terrestrial radio portion of the plan will be bought against the target audience and optimized to the female focus formats, which skews 57% female and includes the following formats:

- ▶ Adult contemporary – 44%
- ▶ Contemporary hit radio – 23%
- ▶ Country – 18%

The plan will include :30 spots distributed equally across all prime dayparts, which have the largest audiences.

The terrestrial portion of the plan will deliver **11.9 million impressions**.

Added Value

Focus360 will air four additional spots (:30) that will provide an **additional 638,000 impressions**.

Podcasts

The podcasting portion of the plan will utilize Focus360's Lipstick and Vinyl podcast network, which features award-winning female voices in the following genres:

- ▶ Society & culture
- ▶ TV & film
- ▶ Music
- ▶ Comedy
- ▶ Kids & family
- ▶ Working moms
- ▶ Sports

The plan will include :60 host-read spots that will run in the mid-roll on female-skewing podcasts such as:

- ▶ All Things Internet
- ▶ Best of Both Worlds
- ▶ BROKE GIRL THERAPY
- ▶ DUNZO!
- ▶ First and Tens
- ▶ My Worst Date
- ▶ Rebel Radio
- ▶ ScamWow
- ▶ The Only One in the Room
- ▶ The Double Shift

The podcast portion of the plan will deliver **238,000 impressions**.

Added Value

All podcasts will run a post-roll within the episode and include NHTSA messaging in the show notes. Most will also include NHTSA messaging in social posts during the flight. The added-value podcast plan will deliver an additional **119,000 impressions** to the target audience.

Focus360 will deliver an estimated **12.8 million impressions**.

Spanish-Language Radio

Terrestrial Radio

The terrestrial radio plan is built to reach the Spanish-reliant adult 18- to 34-year-old audience. Radio partners will include Univision, Entravision and SBS AIRE to deliver a total of 227 units and over 17 million impressions. All media partners will air on all of their major networks, including a mix of AM/FM stations and a variety of genre formats on highly rated shows.

Univision

Univision is a leading media company serving Spanish speakers in the U.S. with radio owned and operated stations in 58 major Hispanic markets, as well as network affiliates in an additional 126 markets. The plan will deliver 90 units on networks that index highest among the Spanish-reliant target audience. Those networks include music, entertainment and sports on 227 stations. Univision will deliver additional impressions via its Uforia audio streaming platform.

The Univision plan will deliver **9.6 million impressions**.

Entravision

Entravision primarily caters to the Spanish-speaking community in the U.S. and owns 49 radio stations in the top Hispanic markets. The plan will include nationally syndicated Alex Lucas and Piolin, who each have a large and loyal national following. Alex Lucas and Piolin will leverage their influence by voicing spots over the air and on their digital audio streams and social media to drive awareness for the campaign. These recorded spots will also run during other programming during the flight.

The plan will deliver 29 spots in prime dayparts, including Alex Lucas' show in morning drive and Piolin's show during midday. The Entravision audio streaming component will connect all streaming platforms to ensure that NHTSA messaging is delivered on all platforms and devices.

The Entravision plan will deliver over **3.8 million impressions**.

Added Value

Alex Lucas and Piolin will each provide a Facebook post to spread the U Drive. U Text. U Pay. message directly to their followers. Alex Lucas currently has 277,057 likes on Facebook and Piolin has 2,773,986.

SBS AIRE

SBS AIRE offers a very efficient CPM, and the U Drive. U Text. U Pay. message will air on the networks that index highest with the target audience. In addition to airing on all major networks, the plan will include units on nationally syndicated programs with Alex Sensation and El Terri. AIRE will deliver additional impressions via its audio streaming, including audio/video pre-roll.

The SBS AIRE plan will deliver over **5.5 million paid impressions**.

Added Value

As added value, El Terri will record two (:30) voiced reads to run during the El Terri Show (48 spots). Additionally, SBS AIRE will run another 29 bonus spots during the flight for a total of 78 bonus spots estimating **2.4 million impressions**.

SBS AIRE will deliver an **estimated 7.9 million impressions**.

Digital

General Market

Publisher Direct

Bustle (New Partner)

Bustle is the premier digital destination for young women that engages audiences through content focused on culture, fashion, beauty, technology and other key passion points. Bustle will develop a strategic program for NHTSA that drives awareness of the U Drive. U Text. U Pay. HVE Distracted Driving campaign—inspiring readers to not text and drive.

NHTSA will have 100% share of voice (SOV) with "Partnered By" messaging and click-through URL integrations, as well as paid promotion posts on Facebook for guaranteed views through custom-designed premium articles and native articles. The plan will also include Instagram executions, which will be posted on @bustle and @elitedaily handles with sponsored promotions as well as custom video units to drive awareness. NHTSA will have topic and editorial influence on the articles and will approve all custom assets before they are live.

There are three custom video units:

- ▶ Video panoramic unit: Responsive, non-disruptive, cross-platform experiences that resize based on the user's device, distributing NHTSA's messaging and video across Bustle.
- ▶ Mobile interscroller unit: Over 80% of Bustle readers are consuming content via mobile devices. NHTSA will distribute messaging among these savvy users through a custom unit that combines the power of a high-impact interstitial with elegant scroll interaction to display brand assets.
- ▶ Mobile in-feed unit: NHTSA video assets will appear directly in-feed as readers scroll through their mobile devices.

The plan with Bustle will deliver a total of **3 million guaranteed impressions**.

NBC Universal

NBC Universal is a mass media company with a strong portfolio in entertainment and sports. Through NBC Universal, NHTSA will run on YouTube as it is the most used video platform, with contextual lineups that include targeting in Pop Culture, Lifestyle, and Music in the form of a non-skippable video. NBCU will also run long-form and short-form videos using the targeting parameters set by NHTSA across all platforms and distribution partners.

The plan with NBC Universal will deliver a total of **6.9 million guaranteed impressions**.

Whistle

Whistle is a global media company that's changing the sports and entertainment game. NHTSA will use short-form non-skippable pre-roll videos on YouTube with contextually targeting the NHTSA audience. Whistle has a large audience and engaging content that will be bought to reach this audience. Shows on the network include No Days Off, Days Off, and I Could Do That and are optimized for the Whistle YouTube, Facebook, and Twitter audience. Distracted Driving messaging will surround one sponsored episode.

Whistle will deliver a total of **1.6 million guaranteed impressions**.

Twitch

Twitch is the world's leading livestreaming platform for gamers. The platform allows audiences to watch and chat with millions of other fans from around the world. Twitch is the fastest growing and one of the largest platforms for e-gaming. Users spend an average of 95 minutes on Twitch, which is the third-most consumed video platform after Netflix and YouTube. Twitch will be used to reach those with an affinity to gaming and esports. The plan will use non-skip premium cross-device live video that is woven directly into broadcasts. Twitch has one of the highest indexes for 18- to 34-year-olds as 75% of the overall audience falls in that age demo.

The Twitch plan for the U Drive. U Text. U Pay. 2020 campaign saw great success and overdelivered impressions at 102%. This year, Twitch will deliver **3.1 million guaranteed impressions** to the target audience.

Streaming Audio

Streaming Audio continues to provide significant reach with the target audience for this campaign, with the field dominated by Pandora and Spotify. These two platforms will be leveraged to ensure reach among the target demo and through in-car and mobile-only placements to reach the audience at the most opportune moment, while they are in the car or on the go.

Pandora

The plan with Pandora will make use of mobile audio. Mobile audio allows NHTSA's audio spot to be played between songs that the user is listening to and deliver to a captive audience as they are driving or being active throughout the day. The ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while they're driving.

This plan will deliver a total of **7.6 million guaranteed impressions**.

Spotify

The plan with Spotify will make use of mobile audio, in-car audio and podcasts.

In-car audio has targeting capabilities to reach users who are driving through their In-Car Everywhere technology. This targeting is delivered to users who are using the app through connected car devices by using the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, the U Drive. U Text. U Pay. message will play to users in the demographic, ensuring they are hearing the NHTSA message at the best time—when they are driving. Spotify uses the accelerometer, gyroscope and GPS of the phone when the user is in motion. Once Spotify detects that a user is driving based on the phone's signals, it goes into a safe driving mode. The safe driving mode removes all visuals and only has big buttons for skip, backward and play. Display ads will not be shown to the user, and if the user has the phone hooked up to Apple CarPlay or Android Auto, the display ad will not be shown either. Spotify takes many precautions to not cause distractions on the road.

Mobile Audio will have NHTSA's audio spot played between songs that a user is listening to. The plan on Spotify will use Audio Everywhere supported by a no-charge 640x640 banner unit. The Audio Everywhere package (audio and banner) allows NHTSA to reach the target audience on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% share of voice. In addition to the audio spot, NHTSA will buy a clickable companion display unit that allows traffic to go to the desired destination.

The streaming audio portion of the plan with Spotify will serve a total of **12 million guaranteed impressions**.

Podcasts

Spotify

Podcasts have exploded in popularity, providing another avenue to reach the target audience with audio assets. Spotify will use dynamically inserted ads against its vast catalogue of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time.

Spotify will deliver a total of **2 million guaranteed impressions**.

Megaphone

Pacing has been an issue in the past for podcasts through direct buys, so it is recommended to use Megaphone, a programmatic podcast platform, to ensure NHTSA reaches the target audience and stays on budget. With Megaphone, NHTSA is buying impressions based on the targeting parameters instead of shows, which will help the campaign scale to reach those listeners on podcasts in the short campaign time frame.

Megaphone will deliver a total of **4.4 million guaranteed impressions**.

Midroll

Midroll is one of the largest podcasting platforms with over 250 podcasts available every week that have high reach into the target audience. NHTSA will use dynamically inserted ads against its vast catalogue of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time.

Midroll will deliver a total of **2.2 million guaranteed impressions**.

General Market Online Video

The Trade Desk

Online video (OLV) will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV will be mobile heavy to reach the 18- to 34-year-old demo on the device they use the most. By utilizing The Trade Desk for OLV, connected TV and display, it will allow real time optimizations to reduce frequency to prevent waste, and increase reach by achieving an efficient frequency around 6-8 across all tactics.

The online video buy with The Trade Desk will deliver a total of **10.3 million guaranteed impressions**.

YouTube

YouTube is one of the largest online video platforms and will also be used for OLV. Placements on YouTube are bought on a cost per completed video (CPCV) basis, which means there is no charge for a user who skips the video before the :15 mark. This helps get the U Text. U Drive. You Pay. HVE Distracted Driving message to the users at a higher frequency, but doesn't incur costs for those who skip the videos. Placements will run in-house through the subcontractor's internal Google team to maintain not only a cost-effective CPCV, but also brand safety placement.

The general market plan with YouTube will deliver over **3.6 million completed views**.

General Market Display

Waze

Waze users use the app 2x a week with 60% using the app within 12 miles of their home and 77% driving 20 miles or less, and users even use the app 50% of the time for familiar destinations to save time and find the best route. Waze will be utilized to deliver high-impact, zero-speed takeovers to reach the target audience in their vehicle. These display banner ads (images) only populate on the map once the user has been at a complete stop and is not in motion.

Waze will deliver a total of **1.2 million guaranteed impressions**.

Vox

Vox is a trusted network that includes sites such as The Cut, Recode, Bravo, Glamour, USA, BuzzFeed and Today. With this scale of sites, Vox is able to reach 220 million unique users, and 85% of the U.S. digital population who are engaged and valuable audiences. Vox will have run of network placements targeted at millennials utilizing 1060x590 and 640x960 unit size, which will deliver 5 million impressions.

In total, Vox will deliver **6.3 million guaranteed impressions**.

The Trade Desk

The Trade Desk will also be leveraged for the display plan. Display banners will be served to the target demo through The Trade Desk for potential CPM savings, full transparency into programmatic buys and control of frequency across channels run in-platform. The targeting for programmatic display will include the target audience, and will be mobile only since that is the device they use most frequently and the last touch point before getting in the car and driving.

The mobile display plan with The Trade Desk will deliver **33.7 million impressions**.

Paid Social

To drive retention of the U Drive. U Text. U Pay. message during the campaign, NHTSA will promote content on Facebook, Instagram and Twitter, optimizing for video views across platforms. Reach and impressions will be used as a secondary key performance index (KPI) to measure efficiency.

The budget will be allocated among the three platforms, with Facebook and Instagram generating 82.3 million impressions (including premium video placements), and 15.4 million impressions on Twitter. Budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the U Drive. U Text. U Pay. message to the target audience.

The general market paid social plan will generate an **estimated 97.7 million total impressions**.

Spanish Language

Publisher Direct

Prisa

Prisa is the premier media group in Spanish-speaking markets and will be used solely to reach the Spanish-speaking audience. The U Drive. U Text. U Pay. HVE Distracted Driving campaign message will reach them using the tactics outlined below.

During the campaign and key soccer matches, a homepage takeover will be implemented on the cover of the Spanish daily sports website AS.com to give maximum visibility to NHTSA. NHTSA will have 100% share of voice on AS.com and the sports site's ELPAIS.com homepages on key dates.

Mobile display units will run across the Mobvious network of Spanish-language sites and use Prisa's first-party data to ensure ads are reaching those who are Hispanic and Spanish language preferred.

Pre-roll video with haptic technology will bring the power of touch to mobile ads by having the audience feel experiences as the video is played, such as a vibration during a crash. Activating this native function on their phones will immerse the target audience deeper into the messaging and has been shown to provide higher brand awareness.

Rich media banner units will allow users to interact with NHTSA messaging through engaging banner technology and tend to get the best engagement rates across all the media units.

Audio streaming ads will run on Prisa's streaming radio stations with over 40 million listeners per month.

The total plan with Prisa will deliver a total of **5.5 million guaranteed impressions** to the Spanish-language target audience.

Spanish-Language Streaming Audio/Podcasts

Pandora

The Spanish-language plan with Pandora will make use of mobile audio. As with the general market plan, the ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while driving.

This plan will deliver **5.2 million impressions** to the Spanish-language audience.

reVolver (New Partner)

reVolver is an audio podcast platform that will allow NHTSA to target shows that have a Spanish-reliant audience. These shows include:

- ▶ Erazno y La Chokolata, "the coolest show in the afternoons."
- ▶ El Show de Piolín, known to millions as "Piolín" (Tweety Bird), Eddie Sotelo is Spanish language radio's most recognizable star and is host of the buzz-generating new nationally syndicated morning show, El Show de Piolín.
- ▶ Don Cheto Al Aire is a 65-year-old character with a great deal of life experience in both Mexico and the United States. Don Cheto's personality has captivated both young and mature audiences for years.

This plan will deliver a **total of 670,000 impressions**.

Spanish-Language Online Video

H Code Media

With a fully integrated offering including proprietary first-party Spanish-speaking data, 375+ publisher partners and more, H Code has an innovative one-stop solution for reaching over 32 million U.S. Spanish speakers digitally each month. Together with NHTSA, H Code will drive awareness on reducing distracted driving fatalities with a media mix of both display and video.

H Code Media will deliver **2.2 million impressions**.

YouTube

YouTube will also be used to reach the Spanish-reliant target audience with online video. This campaign will be managed in-house through the subcontractor's internal Google team to maintain CPCV and to ensure brand safe placement.

The plan with YouTube will deliver **1.3 million completed views**.

Spanish-Language Display

Waze

Waze will be utilizing high-impact, zero-speed takeovers to reach the Spanish-reliant target audience in their vehicle. These ads only populate on the map once the user has been at a complete stop and is not in motion.

Waze will deliver **135,000 guaranteed impressions**.

Paid Social

As with the general market plan, paid social will be used to drive message retention of the U Drive. U Text. U Pay. message during the campaign by leveraging the video view objective on Facebook, Instagram and Twitter.

The Spanish-language market plan will generate an estimated **19.2 million total impressions**. An estimated 17 million impressions will be served on Facebook/Instagram, and 2.1 million on Twitter.

Campaign Summary

Tactic	Paid Impressions	Added Value Impressions	Total Impressions
			Total: 857,855,770
General Market TV	11,132,915		11,132,915
Spanish-Language TV	5,562,780		5,562,780
Connected TV	17,142,857		17,142,857
General Market Radio	130,661,871	20,521,436	151,183,307
Spanish-Language Radio	19,087,800	2,441,000	21,528,800
General Market Digital/Social	196,354,937	10,041,515	206,396,452
Spanish-Language Digital/Social	34,328,956	551,975	34,880,931
Grand Total	414,272,116	33,555,926	447,828,042

State-Level Media Extensions

The State-level plans can incorporate a number of strategies to build upon the base paid media reach provided in the national plan.

TV

The national TV plan will use linear and programmatic TV as well as OTT/CTV to reach the target audience with entertainment and non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. States and partners could supplement the programmatic plan with local network channels to increase the local reach of the campaign. Programming choices could include primetime, early fringe and late-night programming that skews toward the female viewer.

Radio

The national radio plan delivers an aggressive level of radio weight to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. With this heavy level of radio, State plans can consider putting any radio dollars into another medium. The States may want to consider using their local radio media dollars toward engaging local radio personality influencers to extend the reach of the campaign. They may also use other audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as SoundCloud, TuneIn and Radio.com. Moving those dollars into non-audio opportunities can be considered as well.

Digital

Digital opportunities offer sufficient inventory for States to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the many publisher sites that are created to reach young men and women geo-targeted by market or engaging a programmatic digital effort at the local market level that builds off the national plan and exposes the U Drive. U Text. U Pay. HVE distracted driving message into a number of other sites to increase reach and frequency.

Rural Markets

Rural Americans have made large gains in adopting digital technology, but they remain less likely than urban or suburban adults to have home broadband or own a smartphone. Special attention should be paid to broadband penetration in rural markets to ensure adequate reach into those areas. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional television, radio and digital out-of-home buys.

Glossary

Television

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific television channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synced: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets; display ads; ads seen on social media or search marketing.

Connected TV (CTV): Another term for smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

TV Everywhere: A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, tablet or phone—everywhere.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching television, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

General

Flight: Advertising timing strategy where ads or commercials are run during a period of time (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.